

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2018-2019

COURSE : 6th Semester of 3-year B.Sc. in H&HA
 SUBJECT : Front Office Management - II
 TIME ALLOWED : 03 Hours

MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. (a) Explain in your own words the concept of Yield Management.
 (b) How does discount allocation play an essential role in room sales? (5+5=10)

Q.2. Discuss strategies to use, when demand for the hotel room is low. (10)

Q.3. (a) What role does a transient guest play in the success of achieving yield?
 (b) Times hotel has 300 rooms available for sale and has sold 200 rooms at \$85 with a rack rate of \$110. Calculate yield using the given data. (5+5=10)

Q.4. Discuss the potential role of Food & Beverage sales in yield management.
OR
 Explain the applications of yield management software. (10)

Q.5. List and explain the points that would probably be discussed / reviewed by the yield management team.
OR
 Discuss strategies to use when demand for the hotel room is high. (10)

Q.6. Explain the various types of timeshare options available for the tourists. (10)

Q.7. Write in your own words the difficulties normally faced in marketing timeshare business in India.
OR
 What are the ways in which Timeshare or vacation ownership can be developed in India? Is there any role that Government can play in this regard? (10)

Q.8. Read the following case study and answer the questions:
 Jean is trying to choose a marketing plan for his timeshare resort. Rooms at the resort are rented out for \$109 per night in the off-season. He has to choose between the ones that James and Jessica are proposing:
 James proposes purchasing a phone list and cold-calling the guests, with an offer of three days and two nights at the resort and two dinner show tickets for \$149 with the stipulation that the client attend the required sales presentation.
 Jessica proposes offering the same three days and two nights' stay for \$150 with no dinner show tickets included, but offering instead an 'instant rebate' of \$100 if the client chooses to purchase a timeshare during the required sales presentation.

Questions:

(i) Do you think Jean should choose Jame's or Jessica's plan and why?
 (ii) Would you change anything in either of the offer?
 (iii) Discuss how resorts have the ability to target their prospects and ultimately customize their owner base.
 (iv) Is this a good idea? Yes, or no and why? (4x2 ½ =10)

Q.9. Explain the various amenities and entertainment options available in a timeshare or condominium resorts in India. (10)
OR
 List the advantages and dis-advantages of timeshare business. (10)

Q.10. Translate into French:
 (i) Room (ii) Key (iii) Tourist (iv) Cashier (v) Receptionist
 (vi) Arrival (vii) Restaurant (viii) Hotel (ix) Bed (x) Goodbye (10x1=10)
